

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT & COMPANY INC.

SAATCHI & SAATCHI/7750-04 Adm. No. M00145 "Warm & Cozy" 9/88 x 13 1/2" Page 1/4 Brand: Benson & Hedges ©1987  
Printed in the U.S.A.

## WARM & COZY BENSON & HEDGES



©1987 Philip Morris Inc. 100

Reg. 15 mg "tar," 1.1 mg nicotine; Max. 15 mg "tar,"  
1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**



A MOMENT OF PLEASURE  
WITH THE 100MM CIGARETTE



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